

The Value of Opera

Corporate Sponsorship



value (n)
importance,
consequence,
meaning,
merit

SEE REVERSE FOR INDIVIDUAL SUPPORT



Contents

- 03** Introduction
- 04** Current Sponsors
- 05** Corporate Support
- 08** Arias & Anecdotes
- 09** Op-air
(Opera in the Square)
- 10** Masterclasses
- 11** L'altro Mondo
- 12** In-kind Sponsorship
- 13** Contact Details

*See reverse half of this
brochure for information
on individual support.*



Introduction

Your support is necessary

Without private funding there would be no mainscale opera in Ireland.

Fully-staged opera combines four art-forms into one, forging a most beautiful experience from the fusion of orchestra, visual art, drama and voice.

Your support makes a difference

Every penny from private funding is spent on improving the quality or quantity of operas staged, on opera education for young Irish people and development programmes for aspiring opera singers. Our administration costs remain static and minimal and will **NEVER** absorb your donation.

Opera is:

Beautiful
Challenging
Expensive
Collaborative
THREATENED



Corporate Support

The business case

THE AUDIENCE

On-target
High-income
Influential
Receptive environment
Circa 9,000 patrons each season

THE BRAND

Category exclusivity available
Brand building
Association with quality
Association with beauty
Association with enjoyment

OUR EXPERIENCE

Professional and reliable
Two dedicated staff members
Background in marketing, branding and strategy
Experience with sponsorship arrangements

YOUR CLIENTS

Client entertainment
Access to premium, high demand tickets
Network in a relaxed, enjoyable environment
Offer an alternative to sporting events

"Just a quick note to thank you very much..."

The performance was enthralling and my guests were spellbound."

*Terry Leggett,
Partner,
Eugene F.
Collins Solicitors*

We have highlighted a few opportunities as a starting point for discussions and not an exhaustive list. Opera Ireland is always seeking ways to attract new audiences, develop more young singers, and provide even more opera for our existing audiences. Please do feel free to contact us with regard to other potential sponsorship arrangements.



The **sponsorship** menu

Performance Sponsor €10,000

- 24 complimentary best-in-house tickets
- Priority booking on additional tickets
- Branding throughout the Gaiety Theatre
- Reserved interval area
- Full page colour programme advert
- Branded bookmark in programme
- Logo displayed on the Opera Ireland Roll of Honour in the Gaiety Theatre
- Acknowledgement in all Opera Ireland programmes for that season
- Complimentary programmes
- Complimentary coat check
- Complimentary car-parking
- Discounted opera CDs
- Product sampling opportunities
- 10% staff discount on tickets for selected performances
- Invitation for two to Opera Ireland foundation night
- Opera Ireland magazine twice annually
- 20% discount on advertising in all Opera Ireland publications and Opera Ireland website



Foundation Sponsor

€5,000

- Priority ticket booking
- Reserved interval area
- Logo displayed on the Opera Ireland Roll of Honour in the Gaiety Theatre
- Acknowledgement as Foundation sponsor in all Opera Ireland programmes
- Complimentary programmes
- Complimentary coat check
- Complimentary car-parking
- Discounted opera CDs
- 20% discount on advertising in all Opera Ireland publications
- Invitation for four to Opera Ireland foundation night
- 10% staff discount on tickets for selected performances
- 20% discount on advertising in all Opera Ireland publications and Opera Ireland website

Corporate Sponsor

€2,000

- Priority ticket booking
- Reserved interval area
- Logo displayed on the Opera Ireland Roll of Honour in the Gaiety Theatre
- Acknowledgement as Corporate sponsor in all Opera Ireland programmes
- Complimentary programmes
- Complimentary coat check
- Complimentary car-parking
- Discounted opera CDs
- Invitation for two to Opera Ireland foundation night

*"PricewaterhouseCoopers is delighted to have been a sponsor to Opera Ireland over many years including the recent production of *Tosca*.*

The event gave PricewaterhouseCoopers a super opportunity to profile our firm amongst its clients at a first class event and the team at Opera Ireland played a huge part in making this happen."

*Johanna Dehaene,
Marketing Director,
PricewaterhouseCoopers*



Arias & Anecdotes

€500 per night

"Our performance sponsorship night offers us a superb corporate hospitality opportunity - with so little grand opera performed in Dublin we find we get a wonderful response from our high level clients who always enjoy the event."

*Peter McCann,
General Manager,
The Merrion Hotel*

Opera Ireland's lecture series has been running for many years now on a monthly basis in the Bank of Ireland Arts Centre on Foster Place. Entry is free of charge and it aims to introduce opera to new audiences while uncovering unknown snippets for opera experts. John Allen from RTE Lyric FM makes an amusing, enthusiastic and informative host, illustrating his stories aurally with opera excerpts. These become all the more beautiful and moving for the entertaining anecdotes and unexpected insights that precede them.

A one night sponsorship includes:

Branding in the Bank of Ireland Arts Centre on the night

Logo on half page advertisement in the Sunday Times Culture section

Mention on radio adverts on RTE Lyric FM

Opportunity to reserve client seats

Op-air (Opera in the Square)

Price available on request

Opera Ireland will show one opera each season on the big screen in Meeting House Square, Temple Bar. The open-air event will be free of charge to all those who wander through Temple Bar on the night. The same opera will simultaneously be live on stage at the Gaiety Theatre.

This will be publicised by both Opera Ireland and Temple Bar properties in advance. In addition it will be advertised in Opera Ireland's bi-annual magazine, distributed to over 400 members and corporate sponsors and on the Opera Ireland website.

Advantages to a sponsor:

Exclusive sponsorship of an Opera Ireland premiere – this will be the first time that Opera Ireland has simultaneously shown any of its performances in another venue.

Logo on adverts appearing in The Irish Times, on RailTV screens in Pearse and Tara Street stations and elsewhere.

Hosting of press launch/photo-opportunity.

Associate sponsorship of Opera Ireland which runs annually and includes mention in all programmes, mention on the roll of honour in the Gaiety Theatre during both Opera seasons, four tickets to foundation night (including pre-opera reception in The Merrion Hotel and a performance), priority ticket booking, corporate entertainment facilities, complimentary car parking, programmes and coat check.



"BMW's association with Opera Ireland is a natural part of what our brand represents. A dynamic character, professionalism, a certain timeless style and aesthetic appeal is what enthusiasts have come to experience. Opera Ireland provides the enthusiast this fantastic experience in its productions - an endeavour we will always like to be associated with"

*Conrad Schmidt,
Managing Director,
BMW Group
Ireland*

Opera Ireland stages Masterclasses in the University of Limerick for five days each summer. Our tutors are internationally renowned, our students invariably go on to become internationally employable, and the project adds to the cultural programme of University of Limerick, Limerick City and Ireland as a whole. The Masterclasses culminate in a showcase concert.



Masterclasses

Sponsor benefits include:

Branding on Irish Times advertisement

Much publicity on RTE Lyric FM including programmes centred on the Masterclasses

Branding on 2,000 brochures distributed throughout Ireland and the UK

Promotion in the Opera Ireland magazine

Promotion on the Opera Ireland website

PR campaign in conjunction with University of Limerick that generates much local press coverage

Generous allocation of tickets to the showcase concert

Included within sponsorship is the "Sponsor name Scholarship". This covers the course fee plus a bursary for a particularly deserving student

Price available on request

L'altro Mondo was first performed in July 2000 in the Red Box and is an innovative mix of popular operatic arias and original contemporary dance/club music created by international DJ Esoterica. The intention behind L'altro Mondo is to enable the audience to discover opera on different terms.



L'altro **mondo**

Sponsor benefits include:

Exclusive sponsorship of L'altro Mondo at an accessible price

Branding on all associated publicity including press and radio advertisements, flyers, posters etc

Hosting of press launch/photo opportunity

Opportunity to demonstrate commitment, creativity and modernity in the Irish market

Association with recognised quality arts brand Opera Ireland but in the context of a contemporary offering

Proven success story of L'altro Mondo and an appetite for more

Corporate entertainment facilities on the night

Access and publicity to a young, cultured audience

Recognition as associate sponsor in publicity materials for ALL Opera Ireland events

Price available on request





In-kind **sponsorship**

Taking costs out of the organisation is, in many ways, just as important as bringing cash in. Our Associate Sponsors and media partners make a valuable contribution to Opera Ireland, allowing us to develop the quality of the productions on stage, helping us to attract new audiences, improving conditions for visiting singers and musicians and maximising the output from administrative effort. In-kind sponsors of all types are welcome – be they product or service oriented, whether they aid the production itself or the marketing and administration behind it.

Generally, our in-kind sponsors will become Associate Sponsors of Opera Ireland, receiving the following benefits:

Inclusion in all programmes

Inclusion on the roll of honour in the Gaiety Theatre during both Opera seasons

Two tickets to foundation night (including pre-opera reception in The Merrion Hotel and a performance)

Priority ticket booking

Corporate entertainment facilities

Complimentary car parking

Complimentary programmes

Complimentary coat check

Opera Ireland magazine



Contact Details

Opera Ireland, West Wing 3
Adelaide Chambers, Peter Street
Dublin 8, Ireland
Tel: +353 (0)1 4786041
Fax: +353 (0)1 4786046

Corporate Sponsorship, Major Gifts & Legacies:
Nicola Moore, Development Director
Email: developmentdirector@operaireland.com

www.operaireland.com

- apply for membership online
- latest member benefits
- up-to-date sponsor listing
- new sponsorship opportunities

"The Queen of Spades has a special atmosphere and a disquieting air of fateful inevitability. Capturing and sustaining this atmosphere is the great triumph of director, Dieter Kaegi's production for Opera Ireland. Opera has so many variables: this was an occasion when everything worked."

*Irish Examiner,
(Queen of Spades,
Winter 2002)*

The Value of Opera

Individual Support



value (n)
importance,
consequence,
meaning,
merit

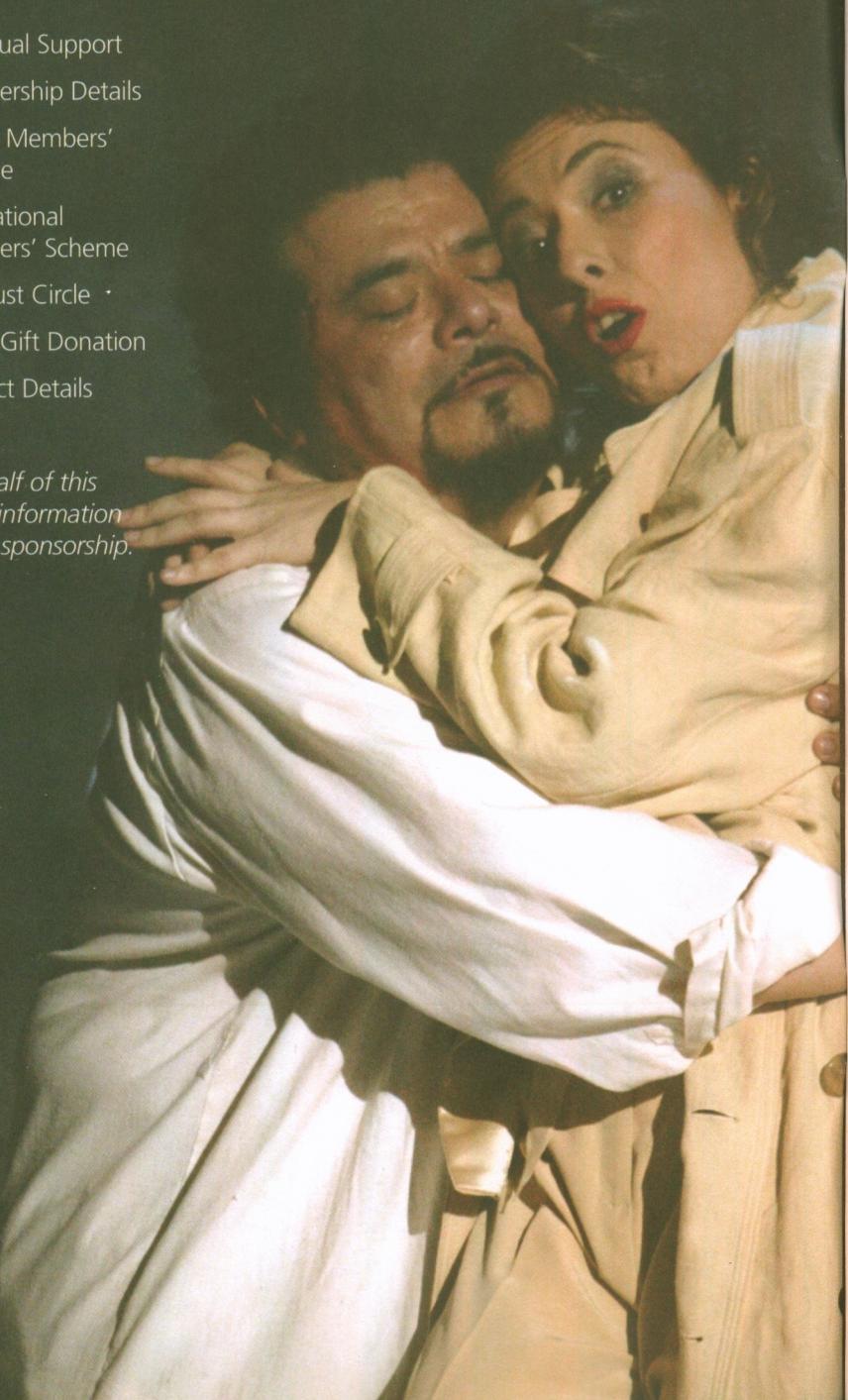
SEE REVERSE FOR CORPORATE SPONSORSHIP



Contents

- 03** Individual Support
- 04** Membership Details
- 06** Young Members' Scheme
- 07** International Members' Scheme
- 08** Life Trust Circle
- 09** Major Gift Donation
- 10** Contact Details

See reverse half of this brochure for information on corporate sponsorship.





Individual Support

Membership of the Opera Circle

Membership of the Opera Circle allows individuals to become stakeholders in Opera Ireland. Our members are our lifeblood, providing both financial and moral support. Our members are kept informed of our activities through a bi-annual magazine, monthly e-zine, letters and phone-calls. We have a dedicated Members' Co-ordinator to provide personal attention to all levels of membership.

There are three levels of membership available, each of which carries an impressive range of benefits:

Friend
Patron
Partner

"On leaving the theatre, an all round deep sense of satisfaction was palpable"

*Sunday Business Post
(Jenufa, Spring 2004)*



Friend

Advance ticket booking
Dedicated booking line
Programme listing
Opera Ireland magazine bi-annually
VHI group scheme (10% discount)
Invitation to Opera Ireland lecture series
Opera Ireland Travel Club membership
20% off first year membership of National Concert Hall Friends Scheme
Special rates in the Merrion Hotel all year round

"The ongoing, immense popularity of Tosca was reaffirmed by Saturday night's jam-packed house for the opening of the production by Opera Ireland."

*Irish Examiner
(Tosca, Spring 2004)*

**Annual cost: €100 single membership
€150 joint membership**

Patron

All Friend benefits plus:
Complimentary car parking, programmes and coat check
42% saving on subscription with tax allowance*
2 seats at every dress rehearsal
Complimentary opera CD
*Applicable at current higher tax rate where self assessed

**Annual cost: €320 single membership
€445 joint membership**



Partner

All Friend and Patron benefits plus:

Exclusive "ticket of choice" booking period

Invitation to cast party on opening night

2 tickets to Foundation Night each Season
(including pre-opera reception and performance)

Complimentary interval reception for Partners and their
guests at all Opera Ireland performances

42% saving on subscription with tax allowance*

Exclusivity: There will at no time be more than fifty
people at "Partner" level within Opera Ireland and the
right to be a partner will be one that can be passed on
by the current holder to friends or family through
arrangement with Opera Ireland.

* Applicable at current higher tax rate where self-assessed

Annual cost: €950 single membership

€1,300 joint membership

**ALL MEMBERSHIPS MAKE EXCELLENT GIFTS AND
VOUCHERS ARE AVAILABLE.**



Young Members' Scheme

Annual cost €25

The young members' scheme is open to those under 25 years old.

Opera lovers are on a crest of a wave, the demand for high quality productions has shown opera's growing popularity and Opera Ireland has put the icing on the cake with a mouth-watering Winter Season.

*Sunday
Business Post
(Julius Caesar &
Don Carlos
Winter 2001)*

Priority booking for seats in the upper circle (Monday to Thursday)

Dedicated booking line

Discounted seats for selected performances (up to half price)

Free downloadable programme on PDF format prior to performances

Opera Ireland Members' Magazine twice annually

Opera Ireland VHI scheme (10% discount)

Opera Ireland Travel Club membership

Free Opera Ireland production poster

Discounted opera CDs

Programme listing

Updates and information as per the Opera Circle



International Members' Scheme

Cost €60

Opera transcends boundaries, so any Opera Circle worth its salt will cater to members who live abroad. You may, for geographical reasons, not be in a position to avail of a full membership and so we have put together a package which allows you to maintain links with Opera Ireland and know that you are still contributing to the growth of Opera in Ireland.

Benefits include:

- Priority Booking
- Members' magazine
- Regular members' e-zines
- Special rate in the Merrion Hotel, Dublin
- Listing in Opera Ireland programmes





Life Trust Circle...

...leave a legacy of opera

Help us to honour your memory in a way that is beautiful, emotional, vibrant, and unique.

Every opera performed is unique and moves audiences to tears of empathy, joy, awe and love. Opera Ireland is dependent on our members and sponsors to ensure a quality and quantity of opera. Your legacy will ensure that Irish audiences continue to experience opera at the highest level.

As a registered charity, legacy donations to Opera Ireland are tax effective and all donations will be acknowledged in our members magazine.

Those who let us know that they have included us in their wills can become part of our "Life-trust Circle" with immediate benefits.

Life-trust Circle membership is free of charge to those who pledge a legacy of €500 or more to Opera Ireland.

Life-trust Circle members receive the following benefits:

Opera Ireland Magazine twice yearly

Automatic membership of the Opera Ireland Travel Club

Opera Ireland VHI scheme (10% discount)

Free programmes for all Opera Ireland performances.

"Jenůfa had plenty of Irish names in the cast. The evening (well conducted by Laurent Wagner) features two of the most centred, eviscerating performances you could hope to see from Franzita Whelan and Rosalind Plowright."

*The Times (London)
(Jenůfa, Spring 2004)*



Major Gift Donation

Sometimes, in order to make a giant step forward, a larger shift in funding is necessary. For this Opera Ireland relies on major gift donors. These gifts allow the introduction of completely new ventures and productions which might never otherwise come to fruition.

We do not have a fixed package of benefits for major gift donors. We work with these benefactors to find a way to recognise their contribution as they would most wish.

We also work to ensure that the donor, no matter where they are resident, derives maximum tax benefits from their generosity.

To discuss the possibility of a major gift donation, without any obligation, or fear of future contact, please contact the Development Director at developmentdirector@operaireland.com or +353 (0)1 4786041.





Contact Details

Opera Ireland is making history with the Silver Tassie. Never before has the company dared to present a new opera within a year of its world premiere. This grabbing of a hot item powerfully indicates the great success of Opera Ireland.

Opera Ireland, West Wing 3
Adelaide Chambers, Peter Street
Dublin 8, Ireland
Tel: +353 (0)1 4786041
Fax: +353 (0)1 4786046
Email: info@operaireland.com

Opera Ireland Memberships:
Catherine Allen, Members Co-ordinator
Email: members@operaireland.com

www.operaireland.com

- apply for membership online
- latest member benefits
- up-to-date sponsor listing
- new sponsorship opportunities

Irish Examiner
(Silver Tassie,
Spring 2001)

